

ABSTRACT OF THE DISCLOSURE

A server for facilitating a vendor showcase system, wherein the server communicates with clients via a distributed computing network, and wherein the server includes a memory storing an instruction set and vendor data related to a plurality of vendors. The server also includes a processor for running the instruction set, the processor being in communication with the memory and the distributed computing network. The processor is operative to (i) sort the vendor data based upon category, (ii) receive criteria related to a request for information, and (iii) provide a display of the vendor data for a pre-selected number of vendors based upon the criteria, wherein the display of the vendor data is presented in a flat manner. The processor may be further operative to compile return on investment statistics based upon user traffic and viewing at the display.